

Jacob Sheep Society - Social Media Policy | Version 1. Amended 15/11/2023

Introduction:

The Jacob Sheep Society (JSS) employs social media as a crucial communication tool, fostering connections with members, industry stakeholders, and the general public to give out information and champion the breed. This policy aims to give clear guidelines for the use of social media platforms by JSS members.

Purpose:

The purpose of this Social Media Policy is to provide guidelines for the responsible and effective use of social media platforms by the Jacob Sheep Society.

Scope:

This policy applies to all individuals representing the Jacob Sheep Society on social media platforms, including but not limited to society members, volunteers and appointed social media controllers for each region.

Member Responsibilities:

Personal Responsibility:

- JSS members bear individual responsibility for their communications on social media platforms, whether they are representing the JSS or expressing personal views on their private profiles.
- It's imperative for members to recognize that their posts may be subject to scrutiny by the general public, fellow members, potential customers, and social acquaintances over an extended period.

Conflict Resolution:

- Any concerns or complaints regarding the operations and decisions of the JSS should be channeled directly to the JSS Board, Chairman, or Society Secretary.

Expectations of Social Media Administrators and Members:

Contributor Conduct:

- Contributors are expected to uphold a standard of politeness and respect in their interactions with all forum users, including administrators and fellow JSS members.
- Assertions and "facts" presented should be substantiated by scientific evidence or direct experience.
- Recognizing the diverse audience, encompassing both adults and children, contributors should exercise moderation in their communication.

Representative Views:

- Members must explicitly clarify that their expressed views are personal and do not, unless explicitly stated, represent an official stance of the JSS.
- Maintaining courtesy is paramount; the use of derogatory language is strictly prohibited.

Anti-Discrimination and Education:

- The JSS will not tolerate any form of discrimination. All perspectives, irrespective of experience levels, are embraced, and contributors are encouraged to seize opportunities to educate fellow members.

Content Restrictions:

- Members are directed not to post content that tarnishes the reputation of the JSS or its members, breaches confidentiality, data protection, or copyright, causes offense or insult, advocates or supports illegal activities, includes derogatory comments, exploits the JSS brand in a detrimental manner, or has the potential to incite disagreements and disputes.

Responsibilities of Site Administrators:

Comment Review and Moderation:

- Administrators are entrusted with the responsibility to review, post, and possibly respond to comments.
- Constructive criticism is welcomed, but any expression of negative views may be subject to moderation or deletion.
- Users found to be in violation of these rules may face administrative action, including being blocked from the platform.

Code of Conduct Enforcement:

- Administrators possess the ultimate authority in interpreting and enforcing this Code of Conduct.
- A professional demeanor is expected of administrators when engaging with users online.

Limitations:

- Due to resource constraints, administrators may not respond to every comment.
- Spam, inappropriate, defamatory, profane, or policy-violating comments will not find a place on JSS social media platforms.

Setting Up JSS Social Media Sites:

Permission and Administration:

- Members intending to establish JSS-affiliated social media pages are required to seek explicit permission from the Board.
- Each social media site should have a minimum of two administrators, one of whom must be responsible for overseeing social media activities.
- Access credentials, including emails and passwords, must be reported to the Board for safekeeping.

Disciplinary Procedure:

Breach Handling:

- In the event of a breach, the matter will initially be reported by the site administrator or any other member to the Board Director responsible for social media.

- Offensive content may be requested for removal.

Progressive Disciplinary Action:

- Should further instances of offensive commentary be posted on social media, the Board Director responsible for social media may escalate the matter to the Chairman and subsequently to the Board, if deemed appropriate.
- Possible actions may include issuing a final written warning and, in severe cases, considering expulsion from the JSS.

Encouraging Responsible Use:

- The JSS actively promotes the responsible use of social media platforms. Members are reminded that they serve as ambassadors for the breed, and all social media interactions should be approached with the understanding that they are not private.

This Social Media Policy, effective as of 15/11/2023 has been duly reviewed and endorsed by the Jacob Sheep Society Board. Periodic reviews and updates will be conducted as necessary to adapt to changes in technology, platforms, or organizational structure.

